

BROWNWAY ppt-1 new.pdf

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Submission date: 22-Apr-2024 09:35PM (UTC+0100)

Submission ID: 230391424

File name: BROWNWAY_ppt-1_new.pdf (1.74M)

Word count: 1894

Character count: 12382



Brownway

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Live Commercial Project



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EXECUTIVE SUMMARY

Brownway is a convenient, nutritious, and culturally relevant food solution, saving families time on meal preparation and incorporating high-quality ingredients to tackle nutritional deficiencies. The project aims to meet needs and save time by collaborating with nutritionists to address convenience and potential dietary issues. It will explore sustainable business models, use focus groups, surveys, and local influencers for culturally relevant marketing, and ensure scalability through project management tools and data analysis to identify bottlenecks and ensure smooth growth potential. Brownway believes that convenience and cultural relevance can coexist with healthy eating, empowering families, strengthening communities, and celebrating African food traditions. For validation and development, the proposal will involve the use of focus groups, data analysis, and market research techniques like 5-second usability tests to understand family needs and preferences. The project aims to meet needs and save time by collaborating with nutritionists to address convenience and potential dietary issues. It will explore sustainable business models, use focus groups, surveys, and local influencers for culturally relevant marketing, and ensure scalability through project management tools and data analysis to identify bottlenecks and ensure smooth growth potential.

INTRODUCTION



African families lead busy lives, and Brownway is a pre-mixed and basic food meant to satisfy their demands. This option is both easy and culturally appropriate, as it considers the preferences of the local community. To ensure that Brownway is not only convenient but also tasty and nourishing, it will be created through a thorough market research process in conjunction with food experts. Using research instruments, putting good project management techniques into operation, and comprehending the target market are all crucial components of the project's development and launch plan.

Project Aim

To Introduce Brownway, an affordable, culturally appropriate pre-mixed food staple that will help African households reduce meal preparation time and meet their nutritional demands.

Project Objectives

- To address nutritional needs and save time by conducting market research, developing prototypes, and collaborating with nutritionists to analyze premix nutritional content.
- To establish a cost-effective and sustainable business model by exploring and comparing sources for high-quality African ingredients and analyzing various distribution channels.
- To create a culturally relevant marketing strategy using surveys, focus groups, and local influencer collaborations for content that resonates with the values, language, and food traditions of the target audience.

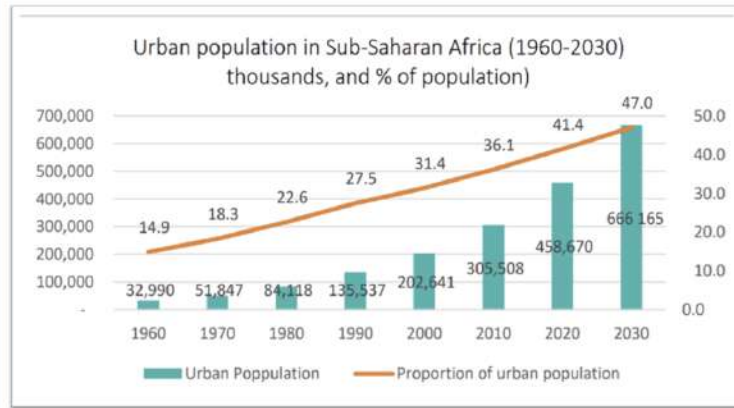


PROBLEM STATEMENT

How might we help busy families in Africa meet their nutritional needs through a convenient and culturally relevant pre-mixed food staple like Brownway so that they can save time on meal preparation while ensuring a balanced diet?

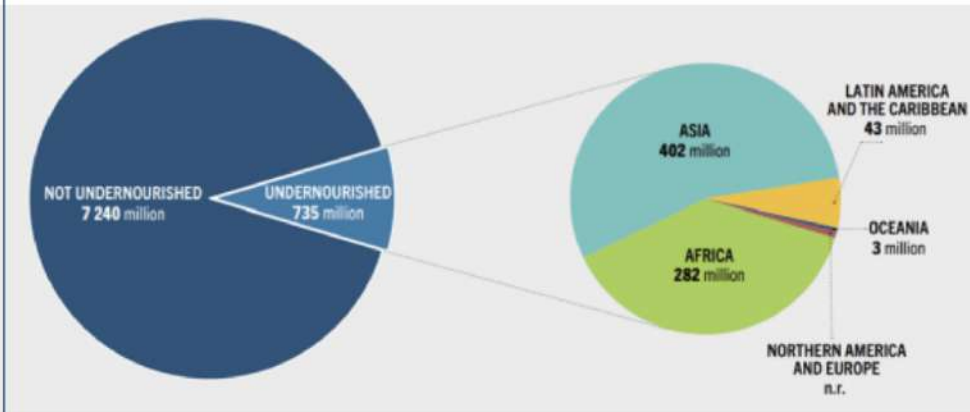
Beneficiary Group	Benefit	How They Benefit
Primary Beneficiaries	African families with busy schedules	Allows individuals to keep a nutritious diet while saving time on meal preparation.
Secondary Beneficiaries	Local farmers	Increased Demand for crops used to produce Brownway
	Government agencies	upholds initiatives that combat hunger and advance public health

PAST RESEARCH



The changing landscape of daily life presents a challenge for busy families across Africa. Urbanization and demanding work schedules leave many families to prepare nutritious meals from scratch. This change in lifestyle together with the increasing affordability and accessibility to processed foods, has resulted in a concerning decline in how traditional African staples are consumed. Traditional African staples are a cornerstone of healthy dietary patterns and cultural heritage. Brownway is a pre-mixed African food staple made from maize, millet, beans, rice, and added vitamins such as A, C, and D (UN-Habitat Urban Indicator Database, 2023).

PAST RESEARCH



282 out of 735 million undernourished people are Africans. Second, traditional food practices are being eroded and this poses a threat to preserving Africa's rich cultural tapestry, weakening the link between generations and their gastronomic traditions (FAO, 2023).

Methods and Data

Primary Data

Generative Market Research

Personal Interviews

Personal interviews will be used as a generative market research tool in order to better understand how non-vulnerable but busy families prepare meals, identify underlying causes, promote cultural sensitivity, generate fresh concepts, establish rapport, and customize the product to suit the demands of busy African families, personal interviews are an invaluable tool for market research. They reveal cultural quirks, offer valuable qualitative data, and help develop a staple pre-mixed food (Jain, 2021).

Focus groups

Focus groups will be used as a generative market research tool. Focus groups are a valuable market research tool for generating ideas, understanding cultural nuances, building trust, identifying emotional responses, and generating excitement. They involve a small group of non-vulnerable target audience members, allowing for a more interactive discussion, fostering trust, and generating excitement for the project. However, limitations include limited sample size and group dynamics (Yayeh, 2021).



Secondary Data

Secondary data offers benefits including cost-effectiveness and speedy data collecting. It is gathered from sources such as government papers, academic journals, industry publications, market research studies, and business data. It could, however, not immediately relate to the study issue and need to be carefully examined for bias and correctness.

Evaluative Market Research

5-second Usability Test

A 5-second usability test can be a useful technique in the early phases of market research for creating Brownway for African households. A 5-second test evaluates how product packaging conveys important details, emphasizing the product name, images, and call to action while also making sure it is culturally suitable. This approach will be used because the 5-second test provides early response, straightforward communication, and cultural insights.



PROJECT TIMELINE

Phase	Duration (Weeks)	Activities to be conducted
Research & Development	12	<ul style="list-style-type: none">▪ Conduct PESTEL analysis.▪ Desk research using secondary data.▪ Develop initial product concepts.▪ Conduct focus groups & surveys with target market.▪ Analyze conjoint analysis data.▪ Refine product concept based on research.▪ Develop & test prototypes
Pre-launch	8	<ul style="list-style-type: none">▪ Secure packaging & branding for "Brownway"▪ Finalize production plan & identify suppliers.▪ Develop marketing materials & launch communication strategy▪ Conduct pilot test in a limited market
Launch & Monitoring	After product testing	<ul style="list-style-type: none">▪ Launch "Brownway" with marketing campaign▪ Monitor sales performance & gather customer feedback▪ Analyze market data & customer feedback▪ Continuously adapt & improve "Brownway"

Risks and Mitigation strategies

Risk	Description	Likelihood	Impact	Mitigation Strategies
Low Market Acceptance	A new pre-mixed food staple might not be well received by consumers, and "Brownway" might not be appealing to them.	Medium	High	Will undertake in-depth research, including surveys, focus groups, and taste testing, to understand consumer preferences and enhance the product concept.
Sourcing Difficulties	The inability to consistently ensure quality or get sufficient materials at a reasonable price.	Medium	Medium	Will find most reliable local suppliers of essential components and establish partnerships with them.
Production Challenges	Launch dates may be impacted by unforeseen production-related delays or issues.	Low	Medium	Will create a thorough production schedule that includes buffer times to accommodate unforeseen delays.
Competition	Companies that already make processed foods may release comparable goods or implement aggressive price plans.	Medium	Medium	Will analyse the competition to learn about current offerings and pricing schemes.
Nutritional Concerns	If "Brownway" is perceived as unhealthy or not meeting dietary needs, it could lead to poor sales.	Medium	Medium	Will work together with certified nutritionists to ensure that only the best, healthiest ingredients are used in the formulation of Brownway. Will make sure that the packaging and marketing materials of Brownway clearly convey its nutritious value.

Measurement Metrics

Phase	Measurement Metrics
Research & Development	<ul style="list-style-type: none">Market Research Completion (%)Prototype IterationAlignment with Research Findings (Evaluation)
Pre-launch	<ul style="list-style-type: none">Marketing Materials Development (On-time Completion)Distribution Channel Set-up (number of Stores/Centres)
Launch & Monitoring	<ul style="list-style-type: none">Sales Performance (Units Sold)Customer Acquisition CostCustomer Satisfaction (NPS or Surveys)Brand Awareness (Social Media Mentions/Website Traffic)Inventory Management (In-stock Levels)
Additional Metrics	<ul style="list-style-type: none">Social Media Engagement (Likes, Shares, Comments)Website Analytics (Traffic, User Behaviour, Conversion Rates)Customer Feedback Analysis (Qualitative)



Measurement Metrics

Research & Development

- Market Research Completion (%)
- Prototype Iteration
- Alignment with Research Findings (Evaluation)

Pre-launch

- Marketing Materials Development (On-time Completion)
- Distribution Channel Set-up (number of Stores/Centres)

Launch & Monitoring

- Sales Performance (Units Sold)
- Customer Acquisition Cost
- Customer Satisfaction (NPS or Surveys)

Additional Metrics

Social Media Engagement (Likes, Shares, Comments)

Tracking

Proposed Measurement Metric	Proposed Tracking Method
Market Research Completion	Project Management Software (Asana, Trello, Monday.com)
Prototype Iteration	Project Management Software (Version Control)
Marketing Materials Development	Project Management Software (Task Tracking)
Distribution Channel Set-up	Records Management (Agreements with Stores/Centres)
Sales Performance	Sales Data Integration & Reporting (Salesforce, Zoho CRM, Spreadsheets)
Customer Acquisition Cost	Marketing Spend Tracking & Customer Acquisition Data
Customer Satisfaction	Online Surveys (SurveyMonkey, Google Forms)
Brand Awareness	Social Media Listening Tools (Brandwatch, Sprout Social)
Inventory Management	Inventory Management Software or Spreadsheets
Social Media Engagement	Social Media Analytics Tools (built-in or Brandwatch, Sprout Social)
Website Analytics	Website Analytics Tools (Google Analytics)
Customer Feedback Analysis	CRM Software & Feedback Recording

Stakeholder Engagement



African Families

Primary beneficiaries, gaining access to convenient, nutritious, and culturally relevant meals.



Local Farmers

Potential beneficiaries, with increased demand for crops used in Brownway production.



Government Agencies

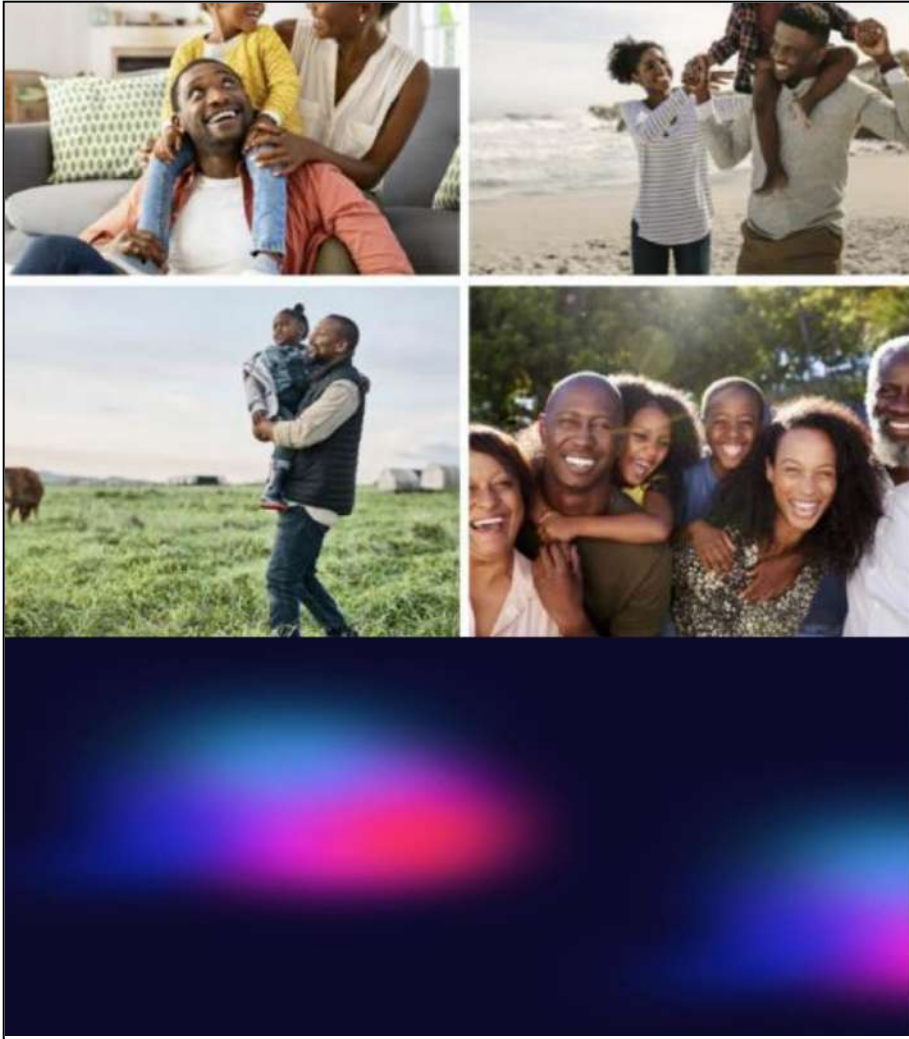
Potential beneficiaries, supporting initiatives that combat hunger and promote public health.

Resources

Category	Resource	Description
¹⁰ Human Resources	Project Team	<ul style="list-style-type: none"> • Project Manager • Market Research Specialists • Product Development Team • Food Scientists/Technologists • Marketing and Sales Team
Material Resources	Ingredients	<ul style="list-style-type: none"> • High-quality, culturally relevant ingredients
Material Resources	Packaging Materials	<ul style="list-style-type: none"> • Secure, sustainable, and visually appealing packaging
Material Resources	Equipment	<ul style="list-style-type: none"> • Equipment for mixing, processing, and packaging
Financial Resources	Project Budget	<ul style="list-style-type: none"> • Personnel costs • Market research expenses • Ingredient sourcing and production costs • Packaging development and materials • Marketing and advertising campaigns • Equipment purchases or rental
Technological Resources	Project Management Software	Monday.com, Asana, Trello
Technological Resources	Sales and Inventory Management Software	Track sales performance and manage inventory

Budget

Category	Estimated Allocation (in £)
Transportation costs for conducting personal interviews	£100
Visits to similar manufacturing sites	£150
Meeting with Focus groups	£100
Sample packaging design prototype	£50
Miscellaneous	£100
Total	£500



CONCLUSION

The Brownway project aims to provide African families with a convenient, healthy food option that caters to their cultural preferences. The proposal will utilize high-quality, locally sourced ingredients, ensuring deliciousness and potential economic benefits for local farmers and communities. The project will adopt a data-driven approach, continuous monitoring, and adaptation to ensure successful implementation. The initial launch will provide insights for future growth and scalability, with Brownway aiming to become a sustainable brand enriching the lives of African families for generations to come.

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